



Rapport

1

Corporate-Higher Education Forum Newsletter

Autumn 1991

This issue

- Symposia planned
- 1992 Meeting May 11-13
- Australia, Brussels, Ottawa invitations
- New members, committees

New Face on Forum Newsletter

RAPPORT puts a new face on the Forum newsletter. The first Update Memorandum was issued by the Co-chairmen of the Steering Committee in August 1983, after the May 20 inaugural meeting. Twenty-one Updates followed over the next 8 years, reflecting the development and expanding interests of the Forum.

RAPPORT is the new title for these updates. In both French and English, this word captures two meanings appropriate for a Forum newsletter.

First, RAPPORT signifies a sympathetic relationship based on understanding, a liaison or "rapprochement" amongst persons with a common "esprit". It is the Forum's purpose to establish such personal linkages between members from our two communities as a prelude to collaborative action.

In addition, RAPPORT suggests the work of the rapporteur who prepares the "compte rendu", describing outcomes of meetings and activities. The Forum's newly-titled update will carry on that tradition of reporting. We would like to extend its contents to include contributions from members, as you will note in some of the items which follow. ♦

Announcing a Forum Action Plan: To Be Our Best

In June, a memo went to all Forum members outlining the main issues which emerged from the discussion on primary and secondary education at the Annual Meeting in Halifax. Member response was invited to guide the Board and the Standing Committee on the Education Project in determining action priorities for the coming year.

Subsequently, eight possibilities for action were identified, all related to the recommendations in *To Be Our Best* and the findings of Making the Match Phase Two.

Now, following consultation, a decision has been taken.

The Forum will concentrate its effort on mounting Symposia involving all stakeholders in Forum members' communities across Canada for the purpose of stimulating discussion and collaborative action based on the findings and recommendations in *To Be Our Best*.

A goal has been set.

Before May 1993, the Forum will convene at least one Symposium in each province, at best one in each city, where a Forum member is located.

Such a plan has many advantages:

- it provides a format within which Forum members can provide leadership within their communities and demonstrate their commitment to learning
- local circumstances can dictate the agenda and attendance, and will determine the nature of appropriate followup activity
- the Forum can provide consultation, coordination, partial funding and ultimately a report on outcomes from this nation-wide initiative
- when the Forum moves on, as it must, to other themes, it will have left a legacy of cooperative stakeholders prepared to undertake the long-term action necessary

to fortify Canada's schools for the next century.

- and finally, it is an appropriate role for the Forum — leading by example on an issue of major significance to the country by providing information and analysis and by encouraging discussion and action through networking the stakeholders.

As you know, the first Symposium on *To Be Our Best* was held in Calgary last March, with Murray Fraser of the University of Calgary as host. A tape recording of the presentations and discussion was sent to you in early May.

To date, three more symposia are planned*

That makes four cities — and four university hosts. The challenge is out to add members from both sectors and more cities to this list.

*To date, three more symposia are planned:

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|--|--------------|
| • University of Saskatchewan
Saskatoon (George Ivany) | September 24 |
| • Carleton University
Ottawa (Robin Farquhar) | November 29 |
| • Université de Montréal
Montreal (Gilles Cloutier) | January 1992 |

—Your action required—

Please skip through the Calgary symposium tape to get a sense of how the process works, and begin considering the best time to schedule one in your city. The response form included with *RAPPORT* should be completed and returned to begin planning in association with Forum staff. ♦

Annual Meetings

Halifax 1991

HALIFAX was the site of a productive meeting attended by 40 members, 16 spouses and 15 guests in May. Warm sunshine all three days made travel from the Hilton Hotel to sites on campus at Dalhousie and Mount Saint Vincent universities and the Maritime Museum very pleasant. Our Atlantic members on site—Howard Clark (Dalhousie), Naomi Hersom (Mount Saint Vincent) and Ivan Duvar (Maritime T & T)—contributed to the success of this ninth annual meeting, and we thank them warmly for their generous assistance in its planning and execution.

You have already received the minutes of the Annual General Meeting, texts of some presentations of particular interest, and a memo from President John Dinsmore summarizing the discussion and outlining options for action. The printed *Highlights* of the 1990 and 1991 Annual Meetings will reach you in a single document during the fall.

Montreal 1992

MONTREAL will be the location of the tenth meeting, as it was for the first. As you know, the Forum's annual meeting has a **FIXED DATE**—always the Monday through Wednesday of the week before Victoria/Dollard Day long weekend in May. Next year, that is

MAY 11 to 13, 1992

—Your action required—

Please be sure to reserve these dates now for the annual gathering of all Forum members

Because 1992 celebrates the 350th birthday of Montreal, the 125th birthday of Canada and the 10th meeting of the Forum, this will be an exceptional celebration in Montreal. Plan to be there. ♦

First Survey Completed: Members' action supporting K-12 education

Attached to this newsletter is a copy of the first survey of members' initiatives to support teaching and learning in Canadian schools.

You will remember seeing a preliminary version of this report among documents for the 1991 annual meeting. Because a number of members were unable to meet the tight deadline for response to that survey, however, it was extended into the summer by researcher Stephanie Currie.

The document which you now have shows many Forum members involved in a wide range of initiatives to support learning in the schools. We hope you will be inspired by the examples provided to develop still more.

—Your action required—

Please bear in mind a purpose of this survey: to provide a baseline for a second assessment in early 1993 which will measure progress toward our goals. Therefore, as you develop policies and projects to support learning, you are urged to develop also a tracking mechanism which will make it easier to report your activities in a questionnaire similar to the one in 1991.

Looking ahead to the second survey, can we anticipate real growth in the number and variety of activities which members will spearhead to make this country a learning society? Is the Forum ready to move from rhetoric to reality in order "to be our best"? ♦

Making the Match Two: Study complete, action beginning

The final report on three years of research for *Making the Match* Phase Two is nearing completion and will be available in late fall 1991. Forum members were provided with a preview of significant findings at the Halifax annual meeting. Jim Rush and Fred Evers will write a book based on this research for release in fall 1992.

The authors have been approached to speak and consult on the basis of this work at the University of Waterloo and the Ottawa-Carlton Learning Foundation this fall. At the University of Western Ontario, incoming students will receive a

flyer which includes information on the skills which they will need in the workplace, based upon *Making the Match* research.

The Forum would like to carry forward its six-year initiative and interest in the *Making the Match* research by developing a pilot project to implement the findings in a learning and work situation.

The goal of such a project would be to improve the development and application of specific learning-based skills through an integrated program involving university and

corporate participants. Corporate participants would communicate their skill needs to students/faculty who would then identify and promote class and campus activities which develop these skills. Results of the project would be monitored and reported. The project could also be extended to secondary schools.

—Your action requested —

If you are interested in participating in such a pilot project, please contact John Dinsmore or Patricia Roman for further information. ♦

Here to Help You: The Learning File

To assist Forum members in developing university/corporate action plans, we intend to set up *The Learning File*. It will be an information exchange from us and from you for the purpose of stimulating useful action, and will contain

- news from staff of recent relevant publications
- clippings describing noteworthy collaborative ventures
- news from you about your developing activities

—Your action requested —

Look for *The Learning File* in each issue of the Forum newsletter *RAPPORT*. The first file appears in this issue. ♦

You are invited — times three

TO AUSTRALIA

On December 5, 1990, the Governor-General of Australia announced the formation of the Business/Higher Education Round Table. Australia joins the United States, Canada and Europe to become the world's fourth forum of university and business leaders.

Executive Director George Hutton told the Halifax meeting of early plans for his forum. Its first report entitled *Aiming Higher: The concerns and attitudes of leading business executives and university heads to education priorities in Australia in the 1990s* has just reached us. Results from two surveys — on educational issues and concerns, and on educational beliefs and attitudes — make fascinating reading, frequently mirroring our own findings in the Making the Match studies.

—Your action invited —

If you are interest in receiving a copy of this report, please complete and return the attached form to Ann Jackson at our Forum office as soon as possible.

In addition, representation from the Canadian Forum has been invited at a meeting of the Australian Forum in the second week of October.

—Your action invited —

Any Forum members planning travel "down under" in mid-October who would be interested in attending a meeting of the Australian Forum are asked to contact John Dinsmore or Patricia Roman as soon as possible.

TO BRUSSELS

The Business-Higher Education Forum is planning with the European University/Industry Forum a joint meeting in Brussels to mark the initiation of the EC. Dates are June 29 (opening dinner) to July 1 (closing lunch). Two themes are been identified:

- 1) the development of a competent workforce through various models of training and learning; and
- 2) how to balance concern for the environment with economic development, noting particularly potential university contributions to management training and policy formation in this area.

—Your action invited —

The Forum Board recommends that a delegation of Forum members be identified to attend the Brussels meeting. Please complete and return the attached form if you would be able to represent the Canadian Forum in Brussels June 29 to July 1, 1992.

TO OTTAWA

On October 24, the Canadian Federation for the Humanities will hold its second Corporate Humanist Awards banquet in Ottawa, with Claude Béland (President, Mouvement des caisses Desjardins) as guest speaker. M. Béland is a previous recipient of this award, as are Forum members John Panabaker and Jon Grant. Designed to recognize exceptional examples of humanist values in Canadian business life, the awards will be presented in two categories: text and project.

—Your action invited —

- 1) Interested members are invited to this banquet. Tickets are \$50 and can be obtained by contacting CFH at (613) 236-4686.
- 2) Our corporate members are encouraged to enter next year's contest by submitting the text of their presentation or article which displays clarity of thought and strength of expression; or by describing briefly their project of vision and practicality intended to better society. Further information on making submissions is available from Patricia Roman. ♦

Recently sent from the Forum

Letter to Ontario Minister of Education re: withdrawal from national tests

At the Annual Meeting in Halifax, considerable feeling was expressed about Ontario's decision to withdraw from the School Achievement Indicators Program (SAIP) of the Council of Ministers of Education, Canada. Subsequently, a letter from Chairman David McCamus was sent to the Hon. Marion Boyd, Ontario's Minister of Education, deploring this decision and urging reconsideration; a copy of that letter is attached along with the minister's response and David's reply.

The Forum intends to keep this dialogue alive in hope that Ontario will resume a proactive role in SAIP. Any members wanting to press for such an outcome may wish to write in support of the Forum position; please copy the Forum if you do.

NOTE: Corporate sector members of the Forum may be invited to provide financial support to the School Achievement Indicators Project, as well as the Third International Mathematics and Science Study (TIMSS). Although the Forum supports both these testing programs in principle as contributing to fulfilment of its first recommendation in *To Be Our Best*, the Forum is not, as a matter of policy, involved in this or any other appeal for contributions from members.

Smith Commission Issues Paper

The Commission of Inquiry on Canadian University Education summarized its initial findings in an *Issues Paper* which university presidents received directly and corporate members were sent from the Forum, accompanied by a memo (June 21).

Because business submissions to the Commission were almost nil, corporate members were encouraged to read and respond to the *Issues Paper*, particularly if they felt concern about such matters as curricular relevance, graduates' communication skills, high attrition rates, quality undergraduate instruction.

IBM copied the Forum on its letter to Commissioner Stuart Smith which refers to its own large-scale quality program and offers assistance in defining and implementing a quality program in universities.

—Your response requested—

Any other members who wrote to Dr. Smith are asked to copy their submissions to the Forum office. The Forum has written, highlighting again its belief in the importance of developing skills to complement knowledge in university courses, as did its brief presented in November 1990. The Commission's final report will be released in late September.

Two Council of Ontario Universities Publications on Financing Universities

Responding to expressions of concern at the Annual Meeting about inadequate funding of universities and to a request from George Pedersen (University of Western Ontario), the Forum mailed two publications to members on August 5: *Financing Universities in North America* and *The Financial Position of Universities in Ontario, 1991*.

Directory to International Business Education in Canada

All Forum members have received copies of this Directory produced by the Forum's Going Global Action Committee, generously assisted by the Royal Bank.

Bell and Xerox Forum Awards: Value Survey Underway

The winners of the 1991 Bell Canada and Xerox Canada Forum Awards were announced and honoured in Halifax in May. Jack Clark (C-CORE at Memorial University) and Stephen Hanessian (Université de Montréal) represent, through their distinguished careers, exceptional achievement in facilitating and conducting significant collaborative research.

This year's winners bring to eight the number of outstanding individuals recognized during the five years since the Awards

—Your response requested—

Please return the card bound into the front of the publication. The Committee will use those replies in determining whether future editions of the Directory

Letter to University Affairs Editor

Gloria Pierre is retiring after 20 years as editor of *University Affairs* which reports on the higher education scene across Canada in ten issues each year. A letter of appreciation and best wishes was sent by the Board in recognition of UA's comprehensive coverage of the Forum since its inception. ♦

program began. As you know, an extensive survey is now under way to assess the value of these awards and determine whether their continuation, as is or with adjustments, will stimulate further corporate-university research collaboration.

—Your action required—

If you have not already done so, please complete and return the one-page questionnaire sent to you on August 2. (copy enclosed) ♦

Changes in Forum membership

Corporate changes at the top and financial stress during this recession have contributed to non-renewal of eight Forum memberships this year. Three corporate members have yet to respond to invoicing.

New members of the Forum are Ivan Duvar, President and CEO of Maritime Telegraph and Telephone Company Ltd. who joined in time to participate in the 1991 Annual Meeting; and Peter Maurice, President and CEO of The Canada Trust Company who has just taken up membership.

There are three changes in representation. André Bazergui, Director, École Polytechnique takes the place of Roland Doré; Bill Etherington, President and CEO of IBM replaces John Thompson; and Elizabeth Parr-Johnston now represents Mount Saint Vincent University as its President and Vice-Chancellor. In welcoming their successors, the Forum acknowledges with appreciation the strong contributions in each case of the departing members. ♦

Forum Committees 1991-92

At its meeting June 20, the Board confirmed the following standing committees for the coming year:

Administration & Finance

Gilles Cloutier, Chairman
Terry Bird
Earl Orser
David Strangway

Nominating & Membership

Bob Peterson, Chairman
Howard Clark
Jim Cleave
Jon Grant
Arnold Naimark
George Pedersen
John Redfern

Education Project

David McCamus, Co-chairman
Jim Downey, Co-chairman
Laurent Beaudoin
Aldée Cabana
George Cobbe
Claude Corbo
Robin Farquhar
John Fisher

Jon Grant
Jim Hay
Arnold Naimark
Jim Nininger
Elizabeth Parr-Johnston
Brian Segal

External Relations

June 3

Patricia Roman presented *To Be Our Best* at a meeting of the Canadian Association of Deans of Education during the Learned's. Respondents were CADE President Bill Knitter (Concordia) and Mark Holmes (OISE). Subsequent meetings have been held with two deans of education (McGill, Université de Montréal) and are scheduled with representatives of education researchers in the Canadian Society for the Study of Education (CSSE).

June 5

John Dinsmore attended a consultation session convened in Toronto by the Council of Ministers of Education, Canada on the School Achievement Indicators Project. Information was provided on the methodology being developed to assess mastery of reading, writing and numeracy, to collect background information on the student sample to be tested, and to frame a reporting procedure.

June 27-29

John and Cynthia Dinsmore represented the Canadian Forum at the Business-Higher Education Forum's summer meeting in Santa Barbara, California where key agenda issues were educating managers for innovation, and balancing economic development with protection of the environment.

September 19

Patricia Roman attended a roundtable convened by the Conference Board in Ottawa to permit some 20 private and public sector groups currently working on education issues to share information. Written and verbal reporting were followed by a lunch at which Keith Newton reported preliminary findings from the Economic Council's in-depth research project

September 28

John Dinsmore will be a panelist and workshop resource person at the annual meeting of the Social Science Federation of Canada in Ottawa where the theme will be "The Universities and Social Science Awareness". His session will be chaired by Forum member Marcel Hamelin (University of Ottawa). ♦

Conference Board announces Partnership Awards, 1992

The Conference Board of Canada has just announced its second National Awards for Excellence in Business-Education Partnerships, with November 29, 1991 as deadline for applications. Competition is in two stages, provincial/territorial and then national, for awards in Elementary-secondary and Post-secondary categories. This year, a third category, "Broad community collaboration", has been added for partnerships with many stakeholders, or involving 50 or more businesses, or operating in 3 or more provinces. Prizes given in association with member companies of Telecom Canada will be awarded at the Board's third Reaching for Success: Business & Education Working Together conference in Calgary on May 11, 1992. ♦